

RFP 1554 COMBINED RATING SHEET

CREATIVE MKTG.	Rater 1	Rater 2	Rater 3	TOTAL
Experience and expertise of a firm - 20 Points	15	17	15	47
Background and experience of the staff assigned to work on this program - 20 Points	15	16	17	48
Quality and description of the scope of services that will be provided - 30 Points	22	25	23	70
Total cost - 30 Points	24.9	24.9	24.9	74.7
TOTAL	76.9	82.9	79.9	239.7
CREATONOMY				
Experience and expertise of a firm - 20 Points	14	16	16	46
Background and experience of the staff assigned to work on this program - 20 Points	16	18	18	52
Quality and description of the scope of services that will be provided - 30 Points	25	28	24	77
Total cost - 30 Points	9.4	9.4	9.4	28.2
TOTAL	64.4	71.4	67.4	203.2
DESIGN INTERCHANGE				
Experience and expertise of a firm - 20 Points	12	13	14	39
Background and experience of the staff assigned to work on this program - 20 Points	14	10	14	38
Quality and description of the scope of services that will be provided - 30 Points	20	20	20	60
Total cost - 30 Points	3.1	3.1	3.1	9.3
TOTAL	49.1	46.1	51.1	146.3

MOSAIC COMM.	Rater 1	Rater 2	Rater 3	TOTAL
Experience and expertise of a firm - 20 Points	7	10	11	28
Background and experience of the staff assigned to work on this program - 20 Points	8	14	11	33
Quality and description of the scope of services that will be provided - 30 Points	9	18	16	43
Total cost – 30 Points	30	30	30	120
TOTAL	54	72	68	194
RED BROWN KLE				
Experience and expertise of a firm - 20 Points	8	9	13	30
Background and experience of the staff assigned to work on this program - 20 Points	16	11	13	40
Quality and description of the scope of services that will be provided - 30 Points	15	19	17	51
Total cost - 30 Points	20.2	20.2	20.2	60.6
TOTAL	59.2	59.2	63.2	181.6
STAPLES MKTG.				
Experience and expertise of a firm - 20 Points	10	12	12	34
Background and experience of the staff assigned to work on this program - 20 Points	10	13	12	35
Quality and description of the scope of services that will be provided - 30 Points	17	17	18	52
Total cost - 30 Points	25	25	25	75
TOTAL	62	67	67	196

STRIVE MEDIA	Rater 1	Rater 2	Rater 3	TOTAL
Experience and expertise of a firm - 20 Points	4	8	10	22
Background and experience of the staff assigned to work on this program - 20 Points	6	8	10	24
Quality and description of the scope of services that will be provided - 30 Points	7	15	15	37
Total cost - 30 Points	24.9	24.9	24.9	74.7
TOTAL	41.9	55.9	59.9	157.7

Non-complying Proposal:

Stephens Trzinski Advertising – Did not return signed Invitation to Bid form as required in instructions.